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Gnip Data Products

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Social Data has Unlimited Value and Near Limitless Application

Twitter's Enterprise API platform that enables businesses to unleash the power of social data

>500

number of businesses worldwide that rely on Twitter data from Gnip

25B+

number of social activities delivered each day on the Gnip data platform

95%

percentage of the Fortune 500 rely on Gnip-powered solutions

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Public Twitter Data is the largest searchable collection of human thought to ever exist
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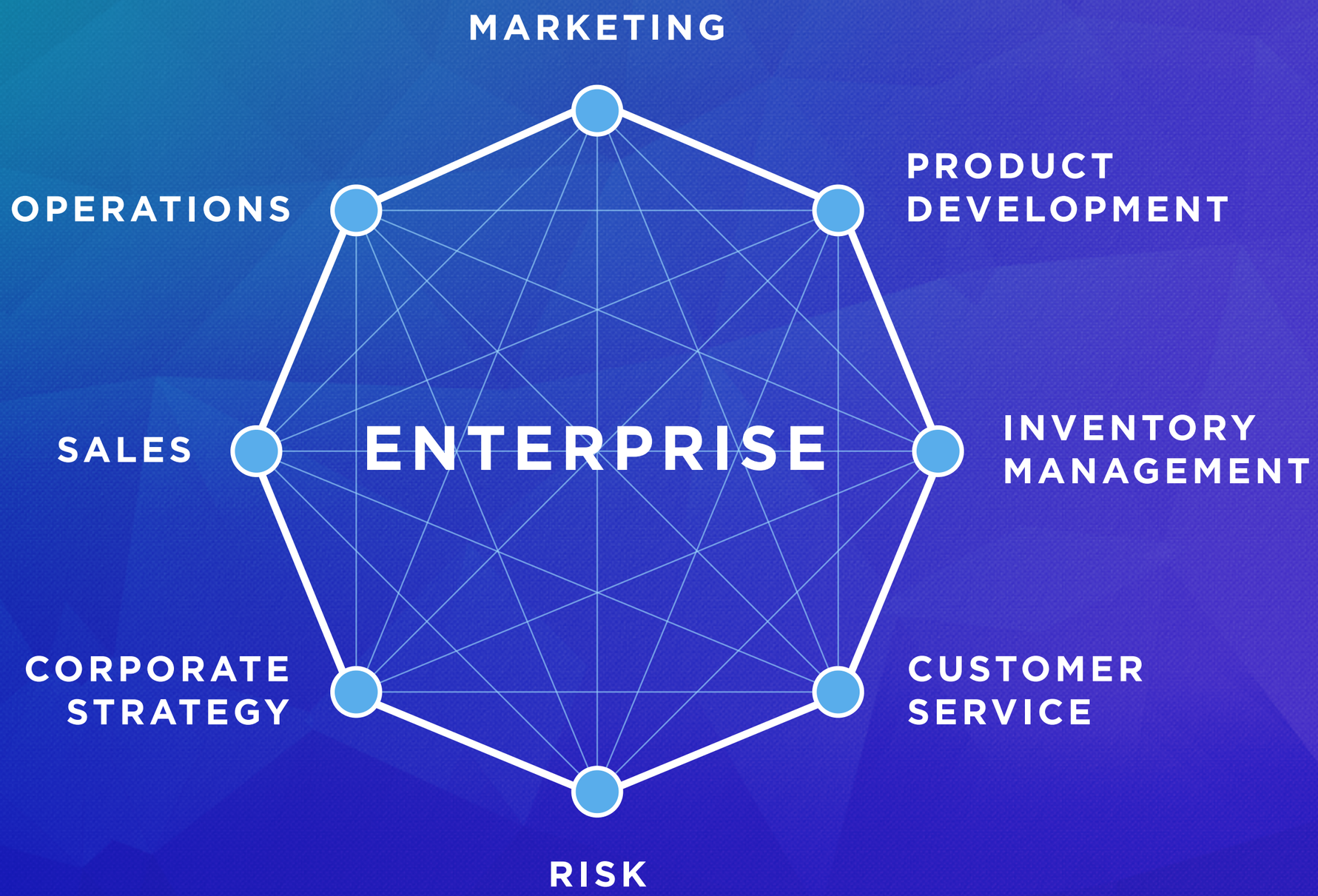
MARKETING
PRODUCT DEVELOPMENT
INVENTORY MANAGEMENT
CUSTOMER SERVICE
RISK
CORPORATE STRATEGY
SALES
OPERATIONS
ENTERPRISE

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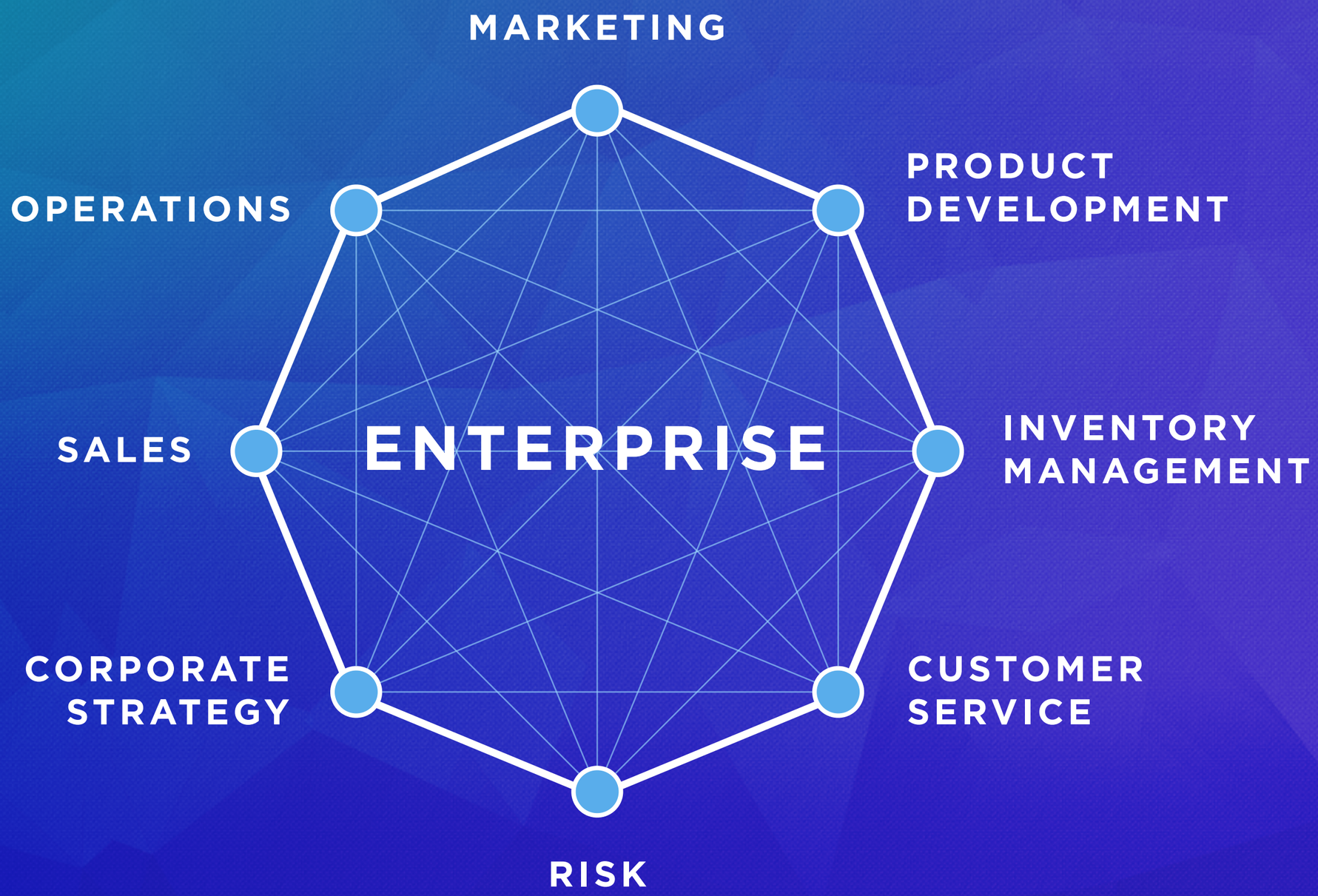
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This is No Easy Task!

Hire Data Scientists

Cleanse/Enrich Data

Build Data Stack

Visualize Data

License Data

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Full-Archive Search API

Instant access to the full corpus of every public historical Tweet

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Echo Finder (Beta) | Union

https://appozite.unionmetrics.com/echo?period=2015-09-15T07%3A00%3A00Z%2C2015-10-14T07%3A00%3A00Z

All Projects

» Echo (Beta) » Finder

Sep 15, 2015 - Oct 13, 2015

vw emissions

You haven't searched Twitter for anything yet.

Need ideas? Try searching for BMW, Mercedes and Audi to compare them. Or, see how many people have been talking about "running shoes" or "The Daily Show". Once you get the hang of it, try searching for your brand, your competitors, recent events, and anything you can think of!

© 2015 Union Metrics

Union Metrics Echo

Explore the world's reactions.

UNION metrics

“I’m really impressed with Full Archive Search performance. We can pull 30 days of minute-by-minute data in just a couple of seconds”

–Hayes Davis
CEO | Union Metrics

Insights Family of APIs

Engagement API

Audience API

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Brands:

1. Please give me access to the data in the tools I use.

2. Please give me the right answer, and tell me why I can trust it!

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Ecosystem:

1. Help me grow my business. Help me differentiate and add value.

2. Give me reliability & sustainability I can invest in.

NEW API

Engagement API

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Total Impressions

The number of times a Tweet has been viewed.

Engagements

The total number of times a Tweet has been engaged with across all engagement types.


```
{
  “start”: “2015-08-10T00:00:00Z”,
  “end”: “2015-08-31T00:00:00Z”,
  “group1”: {
    “app_install_attempts”: “0”,
    “app_opens”: “0”,
    “detail_expands”: “25439”,
    “email_tweet”: “0”,
    “engagements”: “139212”,
    “favorites”: “5569”,
    “hashtag_clicks”: “105”,
    “impressions”: “864192”,
    “media_clicks”: “99490”,
    “permalink_clicks”: “32”,
    “replies”: “59”,
    “retweets”: “4902”,
    “url_clicks”: “1059”,
    “user_follows”: “75”,
    “user_profile_clicks”: “2481”,
  }
}
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Use Cases:

Help me understand the true reach of my Tweets, from all my accounts, in one place

Help me measure how my organic Tweets are performing so I can create better Tweets

Show me which of my Tweets are getting the most love so I can promote and amplify them!

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NEW API

Audience API

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NEW API

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Key Design Goals:

1. Ensure a privacy-focused approach

2. Create net-new value by enabling richer insights

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Audience API

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Audience Data Models

- Gender
- Language
- Location - Country
- Mobile Device Network
- Location - Region
- Mobile Device OS
- Location - Metro
- TV Show
- Interests
- TV Genre

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USE CASES

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What's in the Future for Twitter Data Products?

Thank You

@robjohnson

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